

ABSTRACT OF DISCLOSURE

5 An Internet-based consumer product marketing, merchandising and education/information system which enables manufacturers, their agents, retailers and their agents, and consumers to carryout product-related functions along the demand side of the retail chain. A central UPN/TM/PD/URL RDBMS stores a central database of UPN/TM/PD/URL links. A first subsystem enables a manufacturer's marketing, brand and/or product managers to create and manage a local database of UPN/TM/PD/URL links related to the consumer products of the manufacturer being offered for sale in both physical and/or electronic marketplaces, and
10 periodically transport local database of UPN/TM/PD/URL links to central UPN/TM/PD/URL RDBMS by electronic data interchange techniques. The local database of UPN/TM/PD/URL links is managed within a local UPN/TM/PD/URL RDBMS, and selected by the manufacturer's marketing, brand and/or product managers so as to create a desired brand image for each consumer product of the manufacturer. A second subsystem enables consumers to access one or more UPN/TM/PD/URL links in central UPN/TM/PD/URL RDBMS, to request and obtain
15 information about a manufacturer's consumer product so as to make informed/educated purchases along the demand side of the retail chain. A third subsystem enables manufacturers and their advertising and marketing agents to access one or more UPN/TM/PD/URL links in central UPN/TM/PD/URL RDBMS, to display consumer product advertisements to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping
20 environments so as to project the desired brand image to consumers. A fourth subsystem enables retailers and their marketing and promotional agents to access one or more UPN/TM/PD/URL links in central UPN/TM/PD/URL RDBMS, to promote consumer products to consumers, at or near the point of purchase or sale within both physical and/or electronic retail shopping environments so as to promote the sale of such products in inventory.
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